NGO LETTER TO KA's + DM's

RJ Reynolds
Tobacco Company

**Roger C. Farmer**
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***Sent via e-mail***
December 22, 1995

**TO: REGION #1600 KAMs & DMs**

**RE: *DPC - LOCAL PERFORMANCE CONTEST***

Renee & Gentlemen:

As discussed, we have challenged ourselves in 1996 concerning DPC. As our organization moves forward programs such as DPC become even more critical to our business, enabling us to penetrate retail calls doing less than 100 cartons weekly.

To ensure that we maximize our DPC Program, I am challenging each Operating Unit (Chain and Division) and will award Local Performance monies based upon the following criteria:

***DIVISIONS / CHAIN ACCOUNTS***

- **The greatest amount of signed DPC retail accounts by operating unit**
- **The timeliness of completing the above - sense of urgency (completion date 1/26/96 - preferably earlier)**

I do realize that opportunities vary in each Operating Unit. Quite simply, I am challenging each of your to embrace this important program and I will reward accordingly, based upon results.

I would also ask each of you to develop Local Performance programs for your personnel as well.

Please utilize the attached tracking sheet to record your results. Upon completion, immediately fax your results to my attention. If you have any questions, please advise.

Sincerely,

*Roger*

R.C. Farmer
RSM/#1600
:etb

cc: F.V. Natale
S.R. MacLeod

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